

**Abstract**

A secondary satellite radio or broadcast channel is used to broadcast advertisement clips (e.g., audio clips) to a receiver for subsequent decoding and playback. The receiver is configured for different tiers of service, e.g., one that delivers substantially advertising-free content and another that delivers content that includes more significant amounts of advertising. The content delivered to both is the same content; however, for the service tier that includes more advertising, the advertisements broadcast on the secondary channel are interleaved into the content, preferably in such a way that the continuity of the content being delivered is not compromised.

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